

Matthew Awbrey Day

Presented by Councilmember Chris Cate

February 12, 2021

WHEREAS, Matthew Awbrey was born and raised in San Diego, and is an alumnus of Mount Carmel High School and the University of California, Davis; **AND**

WHEREAS, Matthew Awbrey is married to his college sweetheart, Kristine, and together they are the proud parents of two children, William and Emily; **AND**

WHEREAS, Matthew Awbrey enjoyed a nearly 15-year career at the City of San Diego, beginning on January 25, 2006 in Council District 2, and has served in virtually every position in an elected official's office; **AND**

WHEREAS, Matthew Awbrey was a key legislative advisor during San Diego's financial recovery in the 2000s and 2010s, working through the City's Audit Committee to enact independent oversight of government finances and performance; track the implementation of the Kroll Report's good-government reforms; and support the issuance of the City's first audited Comprehensive Annual Financial Reports after years of delay; **AND**

WHEREAS, Matthew Awbrey helped bring to life San Diego projects both big and small, including the continued redevelopment of Liberty Station, construction of the Bayshore Bikeway, safe capture of renewable energy from the Point Loma Wastewater Treatment Plant, creation of the Ocean Beach Gateway, expansion of Little Italy's Amici Park, and preservation of Sunset Cliffs Natural Park; **AND**

WHEREAS, Matthew Awbrey coined and developed the "One San Diego" platform focused on reducing inequities between communities north and south of Interstate 8, which became the policy foundation for the Faulconer mayoral administration; **AND**

WHEREAS, Matthew Awbrey was appointed by Mayor Kevin L. Faulconer as the youngest member of his executive leadership team in 2014, serving as Deputy Chief of Staff and Chief of Communications, and eventually becoming Chief of Civic and External Affairs, was the speechwriter for six State of the City addresses, bringing heart, wit and stories of San Diegans to the region's largest and most-watched annual speech; **AND**

WHEREAS, Matthew Awbrey has been a strong advocate for the "Yes In My Backyard" (YIMBY) housing movement, and a central advisor on San Diego's successful expansion of services to reduce homelessness and help those in need; **AND**

WHEREAS, Matthew Awbrey led the communications effort for the City of San Diego's COVID-19 response, producing daily news conferences to inform the public of vital public health facts and other critical information for 66 days in a row at the onset of the pandemic; **AND**

WHEREAS, Matthew Awbrey for years has emceed the San Diego County Taxpayers Association's Golden Watchdog and Fleece Awards, sharing comedy and unforgettable performances with San Diego's civic leaders; **AND**

WHEREAS, Matthew Awbrey helped lead the successful effort spearheaded by Councilmembers Dr. Jen Campbell and Chris Cate to gain voter approval for revitalizing the sports arena and surrounding Midway District while protecting the coastal height limit in beach communities; **AND**

WHEREAS, Matthew Awbrey, after a career at the City of San Diego that has spanned some of the city's most challenging and prosperous times, "tapped the keg of opportunity" and with his wife started a small business, Matter Strategies; **NOW, THEREFORE,**

BE IT PROCLAIMED, that this Council, for and on behalf of the people of San Diego, does hereby proclaim February 12, 2021 to be "**Matthew Awbrey Day**" in the City of San Diego.